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Trosson Investment Group

Bob Victor
VanOwen Realty Corporation

Kerry Morrison
Executive Director



Hollywood Entertainment District
Property Owners Association
1680 N. Vine Street, Suite 216
Hollywood, CA 90028
phone 323 463 6767 fax 323 463 1839

April 27, 2006

TO: Holly Wolcott
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: First Quarter
January 1, 2006 - March 31, 2006

As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District.

I Operational Issues

- The Board held a strategic planning retreat on February 3, 2006. It was facilitated by David Feehan, the president and CEO of the International Downtown Association. The retreat report was sent to the Board for review and discussion at their April 2006 board meeting, and will be sent to the property owners along with the Annual Review statement in May.

II Security

- The City Council adopted a motion in January approving the donation of an additional \$80,000 worth of video surveillance cameras and related equipment to the Los Angeles Police Department.
- HED staff conducted a walk-through with Metro Video Systems on January 20, 2006 to look at the four potential sites for cameras in the District.
- Hold harmless letters and Installation Agreements were sent to the four property owners installing equipment on their properties to support the camera system.
- HED staff and the security team continue to monitor the situation in Selma Park, where a Saturday feeding program for homeless individuals has

overtaken a park intended for neighborhood children. Attempts will be made to organize the families to prevail upon the council office to declare the entire park a "children's only" playground.

- The contract with Burke Executive Security was renewed through 12/31/06. The amount is \$1,012,000. This particular contract includes a component for a 10-week demonstration project whereby one footbeat of armed officers will be replaced by two unarmed ambassadors for the summer months in an attempt to see if there is a significant impact on public safety by moving to a "hybrid" security patrol arrangement.

III Streetscape Issues

- To complete the "Fan Palms West" project, all terrazzo was repaired in January.
- The city of Los Angeles denied the HED's grant request (city beautification grants) to fund furniture for the Hollywood Boulevard "public patio." The Board is still committed to this idea, however, and authorized an expenditure of \$3,000 from Special Projects to fund the tables and chairs for this demonstration project.
- Tru Green Landcare was contracted to trim all the trees along the Walk of Fame. These expenses are currently paid for by the Hollywood-Vine Assessment District.

IV Marketing Issues

- HED had to re-configure its proposed pole banner campaign due to recent changes to the city ordinance governing pole banners. The language must be content neutral. Five out of the six sponsoring organizations were identified by the end of the first quarter: Verizon Wireless, Hollywood Wax Museum, The Music Box at the Fonda, Whole Foods and Claret Group.
- The Board authorized a \$22,000 media buy to run the "Hollywood 90028" radio ads again this summer on KCRW. The 10-week strategy touts the desirability of this area as a residential destination.
- The Committee has begun researching the possibility of seeking corporate sponsorships for a public art installation for this year, or 2007, in an attempt to drive more foot traffic to Hollywood Boulevard and also provide alternatives to some of the deteriorated storefronts and buildings that still dot the landscape. Currently the HED is working with Los Angeles Contemporary Exhibitions on this idea.

V. OTHER

- Dr. John MacDonald of the RAND Corporation met with Kerry Morrison in January and visited a board meeting. He is involved with a four-year research project, funded by the Center for Disease Control, which will focus on BIDs and their interactions with surrounding communities and their impact on quality of life in the expanded neighborhoods.
- At the February 16, 2006 meeting of the Board, the directors amended the street closure policy to essentially oppose any street concert of athletic events held in the HED unless the private event sponsors fully reimburse the city for all direct costs associated with these events.
- Board member John Tronson attended a meeting on 3/22/06 with city officials to discuss the L.A. Triathlon and the desire on the part of the HED to see the route moved out of Hollywood next year. Further, the HED has formally requested a public hearing on the Triathlon, prior to the city considering the renewal or extension of the contract with the city, which expires after the 2007 event.
- Kerry Morrison was interviewed on February 2, 2006 by the BBC who was doing a documentary about the Los Angeles Police Department and was seeking information about how community groups work closely with LAPD on problem solving and public safety issues.

Hollywood Entertainment District -- First Quarter Expenditures

Revenue Received to Date: \$ 914,089

Budget Line Item	Budget Allocation	Total Expended this Quarter	total Expended YTD	Projected Remaining for the Year
Security	1,112,000	229,154	229,154	882,846
Maintenance & Streetscape	636,195	106,530	106,530	529,665
Marketing & Consulting	156,000	19,901	19,901	136,099
Administration	136,271	44,909	44,909	91,362
Personnel	221,676	57,910	57,910	163,766
Contingency	60,000	-	-	60,000
Total	2,322,142	458,404	458,404	1,863,738

